

**REMARKS**

Claims 1-34 are pending. Claims 10-34 are withdrawn from consideration. By this Amendment, claim 1 is amended to include the subject matter of dependent claim 5. Claim 5 is canceled without prejudice to or disclaimer of the subject matter. Reconsideration is respectfully requested.

Claims 1-4 and 6-9 are rejected under 35 U.S.C. §102(e) over von Rosen (U.S. Patent No. 6,493,677); and claim 5 under 35 U.S.C. §103(a) over von Rosen. Claim 5 is canceled. Thus, the rejection of this claim is moot. However, the rejections are respectfully traversed as applied to the remaining claims.

In particular, von Rosen does not disclose or suggest a method for selling, over a transmission network, unique information wherein at least a step of displaying includes displaying, using a browser of a client device, a plurality of preview images corresponding to different text fonts selectable for the unique information indicating product, as recited in independent claim 1.

Specifically, von Rosen discloses an apparatus that creates and orders customized branded merchandise over a computer network. The type of images displayed by von Rosen is different than the images displayed by the claimed invention. Specifically, von Rosen displays graphic images that are not defined by fonts. Thus, von Rosen does not display a plurality of images that correspond to different text fonts. Moreover, von Rosen does not disclose or suggest selecting a preview image out of a plurality of preview images.

In contrast to the claimed invention, von Rosen does not disclose or suggest at least a step of displaying that includes displaying, using a browser of a client device, a plurality of preview images corresponding to different text fonts selectable for the unique information indicating product. On the contrary, because von Rosen fails to disclose these features, a purchaser in von Rosen cannot reliably confirm unique information of a product before

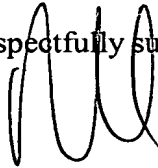
purchasing the product, and cannot purchase the product by simply selecting the preview image of the product out of a plurality of preview images displayed by the client device.

Thus, von Rosen fails to disclose each and every feature of the claimed invention. Moreover, it would not have been obvious to modify von Rosen to arrive at the claimed invention. Accordingly, it is respectfully requested that the rejections under 35 U.S.C. §102(e) and 35 U.S.C. §103(a) be withdrawn.

In view of the foregoing, it is respectfully submitted that this application is in condition for allowance. Favorable reconsideration and prompt allowance of claims 1-9 are earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,



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